

## TIPS FOR EFFECTIVE COMMUNICATIONS

- CLARIFY** Give a brief explanation as if speaking to a first-time visitor. Not everyone is familiar with D.R.U.M. or Godly Time, for example.
- CONDENSE** Write what you want to say, then go back and cut cut cut! Take out “filler” words that do not help get your message across. Give detail without being wordy. Write less and say more.
- COUNT** In Microsoft Word and Outlook, there is a handy feature called “Word Count” that will help you meet word limits where they are enforced. Click on “Tools” from the main menu at the top. Then click on “Word Count” from the drop-down box.
- ENGAGE** Come up with a catchy, attention-grabbing title. Many readers skim titles and headlines and then decide what to read.
- INSPIRE** Deliver your message using a positive tone and approach. When readers are confronted by negativity, they become blocked on an emotional level and often cannot fully absorb the entire message.
- PLAN** Note upcoming deadlines and plan out what you’d like to communicate throughout the course of the year. Waiting until the last minute often lessens quality and priority of placement (if on a first-come, first-serve basis).
- PROOF** Write one day, get a good night’s sleep, and then proof it a final time when you are refreshed. Frequently, you will find small or subtle errors you might otherwise have missed when you were caught up in drafting your message.
- SHOW** Provide a photo (or several) with caption and names. Westminster is constantly in need of photos! Recruit several people to take photos on an ongoing, rotating basis.
- SIMPLIFY** Avoid jargon and overuse of big words.
- SPECIFY** Be sure to provide day, date, time, location and contact information when applicable.